

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICERECEIVED  
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SEP 08 2009

Attorney Docket No.: Google-66 (GP-238-00-US)

Appl. No.: 10/813,925

Applicants: Sumit AGARWAL, et al.

Filed: March 31, 2004

Title: DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE  
INFORMATION USING PAST SEARCH QUERIES

TC/A.U.: 3622

Examiner: Yehdega Retta

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on May 6, 2009 (Paper No. 20090424) which reset an original period for response to the previous Office Action mailed on February 2, 2009 (Paper No. 20090129) to now expire on August 6, 2009, that period being extended one (1) month to expire on September 6, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 23 of this paper.